(b) Does not arise in view of (a) above.

(c) No, Sir.

(d) * BSNL is having a comprehensive marketing strategy comprising of Annual visibility plan to get maximum visibility throughout the year on all mass media.

* Franchisee policy has been laid down under which more than 1200 franchisees along with their more than 15000 sub-franchisees will market the services of BSNL throughout the country.

* Commercial procedures for all the services of BSNL have been simplified so that customers will have hassle free transaction across the counter.

* Special promotional schemes are launched by BSNL during various cultural and religious festivals.

TRAI's approvals for concessions

2541.SHRI T.T.V. DHINAKARAN: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether Government are aware of the fact that certain mobile phone companies such as Reliance India Mobile entice the people of free downloads and charge for such downloads later;

(b) whether Government would direct the companies to honour their commitments in the interests of consumers; and

(c) whether Government would make it mandatory to get the approval of TRAI before announcing/withdrawing any concession by mobile companies?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD): (a) and (b) No, Sir. However, earlier a number of instances have come to the notice of Telecom Regulatory Authority of India (TRAI), where customers were offered certain value added services free of charge by some cellular mobile phone operators/companies. Later on these free value added services were made chargeable and the customers were informed that if they do not want the service they should "unsubscribe" by sending SMS. To protect

the interest of customers in this regard, TRAI on 03.05.2005 directed all Cellular Mobile Service Providers and Unified Access Service Providers that no chargeable value added service shall be provided to customer without his explicit consent. Any value added service, which was earlier being provided free of charge, shall not be made chargeable without the explicit consent of the customers.

(c) No such proposal is under consideration at present.

Scheme to increase the revenue

†2542. SHRI BALAVANT *ALIAS* BAL APTE: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether any scheme is under the consideration of Indian Posts and Telegraph department to arise its revenue;

(b) if so, whether any new scheme is proposed to be introduced to compete with courier services;

(c) if so, the features of the new scheme; and

(d) the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD): (a) to (d) To generate revenues, the Department of Posts has initiated a number of measures under Plan to modernize it and induct technology into its various operation. Approximately 79% of the Tenth Plan outlay of Rs. 1350 crores has been earmarked for this purpose. New Products and Services introduced recently are Logistics Post and Direct Post, with a view to generate revenue. Introduction of new products/services and refinement of existing products/ servies are a continuous process to compete with couriers.

With Logistics Post, the Department is trying to build on its core competence and the reach of its network, to offer a service that has been identified even at the international level, as an area of future growth for Postal systems. Logistics Post has been designed for transmission of consignment loads across the country.

Direct Post deals with the processing and delivery of sales messages/

†Original notice of the question was received in Hindi.